

Request for Proposals (RfP) for Building the Health, Equity, and Economic Case for Investment in Clean Air in Amazonian Cities

Issued by: Clean Air Fund (CAF)

Funding Available: Up to \$100,000 USD

Proposal Submission Deadline: March 31st, 2025

Expected Project Completion: July 16th, 2025

1. Objective

The Clean Air Fund (CAF) seeks proposals from qualified consultancies, organizations, research institutions, or think tanks to develop a comprehensive report that establishes the health, equity, and economic case for investing in clean air initiatives in the Amazonian region, with a primary focus on Brazilian cities. This research will be foundational for expanding clean air interventions in Amazonian cities and influencing development finance institutions and other stakeholders towards decisive action. The insights gained will help to identify opportunities for enhancing urban air quality efforts in the region, supporting informed decision-making and potential future engagements. Given Brazil's role as co-chair of the Climate and Clean Air Coalition and the upcoming COP30, this study will also emphasize the climate mitigation benefits of air quality interventions, particularly regarding black carbon, methane, and CO₂ emissions.

2. Background

Air Quality Challenges in the Amazonian Region

Tackling air pollution in Amazonian cities is critical to mitigate severe health impacts from deforestation-related fires, biomass burning, and diesel emissions. These factors contribute to poor air quality, threatening both human health and the region's biodiversity. Research indicates that air pollution in the Amazon region is associated with approximately 15 million cases of respiratory and cardiovascular conditions annually, potentially saving around \$2 billion USD in healthcare expenses if mitigated. In addition to the direct health impacts, air pollution from wildfires and other sources contributes significantly to climate change. Black carbon, a short-lived climate pollutant, accelerates ice melt and atmospheric warming, while methane and CO₂ emissions from biomass burning exacerbate global warming and impact regional weather patterns.

In Brazil's most polluted areas, particularly those impacted by deforestation and industrial pollution such as Pará, Rondônia, Amazonas, and Mato Grosso, residents face severe health

risks from elevated particulate matter (PM2.5) levels, which significantly exceed WHO air quality guidelines. This pollution has been linked to reductions in life expectancy by up to 3.25 years in some regions. Similarly, other Amazonian countries face pollution from biomass burning, mining, and vehicle emissions, making them relevant for inclusion in this study.

Air pollution also has profound environmental and climate consequences. It alters the formation of shallow convective clouds, suppresses precipitation, and exacerbates drought conditions, increasing the likelihood of fires. These fires, in turn, contribute to the destabilization of the Amazon rainforest, bringing the region closer to a tipping point where it may transition from a rainforest to a savannah-like ecosystem, with devastating global climate implications. Additionally, pollutants like nitrogen oxides (NOx) and ammonia (NH3) contribute to ecosystem degradation through eutrophication. Ground-level ozone further threatens the Amazon forest ecosystem by damaging plant tissues, impairing photosynthesis, and stunting growth, making plants more susceptible to diseases and extreme weather events.

Policy Landscape

Brazil's Federal Law No. 14,850/2024, which recently established the National Policy on Air Quality, provides a robust framework for action, presenting an opportunity to support subnational implementation. This legal framework positions cities to become early adopters of clean air initiatives, leveraging national policy for local impact. There is growing demand for air quality initiatives within Brazil, with strong backing from the Ministries of Health and Environment and Climate Change. Other Amazonian countries may have existing or emerging policies that can be leveraged for air quality improvements at the city level, and this research will explore these opportunities.

This topic also holds significant political relevance as Brazil prepares to host COP30 in Belém, where air quality will be a critical issue linked to climate resilience, public health, and sustainable urban development.

About Clean Air Fund and Breathe Cities

Launched in 2019, the Clean Air Fund (CAF) is a philanthropic initiative with a vision for a world where everyone breathes clean air. Our aim is to help build and support a powerful global movement for clean air. We achieve this by bringing together funders, researchers, policy makers and campaigners working on a wide range of issues to find and scale solutions that will provide clean air for all.

Breathe Cities is an initiative delivered by Clean Air Fund, C40 Cities and Bloomberg Philanthropies to clean our air, cut carbon emissions, and enhance public health in cities around the world. Breathe Cities brings together air quality data, communities, and city leaders to reduce air pollution and planet-warming emissions by 30% across participating cities by 2030 compared to 2019 levels, which would prevent 55,000 premature deaths and around 111,000 new cases of asthma in children, save \$147 billion in avoided hospitalizations and deaths and avoid 394 megatonnes of CO₂e emissions.

More information: www.cleanairfund.org and breathecities.org.

3. Project Objectives and Prospective Activities

Objective 1: Diagnostic of Air Pollution Sources and Policy Landscape

- Provide a top-line overview of air pollution in at least 10 Amazonian cities, including the scale of pollution, trends over time, and key sources by sector (e.g., deforestation, transport, industry, biomass burning).
- Outline a menu of potential air quality interventions and policy options, assessing their feasibility and relevance to local contexts. This should include current measures and emerging solutions tailored to the region.
- Establish a foundational context to support the health and economic impact analysis and inform cost-benefit calculations in subsequent sections.

Objective 2: Build the Health, Climate, Equity and Economic Case for Clean Air Investment

- Analyse health burden related to air pollution in the selected Amazonian cities, focusing on key indicators including morbidity and mortality and respiratory and cardiovascular conditions.
- Quantify the potential health benefits of air quality improvements, including reductions in morbidity and mortality.
- Assess the climate impact of air pollution sources, particularly emissions from wildfires and biomass burning. This includes estimating black carbon, methane, and CO₂ emissions reductions from air quality interventions.
- Assess the economic impact of pollution-related health issues by calculating healthcare costs, lost productivity, and other economic burdens related to morbidity and mortality.

- Conduct cost-benefit analyses and analyse the return on investment of priority air quality interventions, using quantitative estimates where feasible and qualitative insights where data is limited. This should include potential healthcare cost savings, productivity gains, co-benefits for the environment, and opportunities for green job creation.
- Assess how air pollution disproportionately affects vulnerable populations, including indigenous communities and low-income groups across the selected cities.
- Highlight environmental justice considerations to inform equitable policy development.

Objective 3: Identify Strategic Opportunities for Clean Air Action

- Highlight priority areas for intervention, based on pollution sources and health impacts, to guide potential future actions.
- Provide high-level recommendations for stakeholder engagement and investment opportunities, ensuring findings are actionable and relevant.

Objective 4: Develop Case Studies for Two Selected Cities

- Identify and analyse key sources of air pollution specific to two selected cities (chosen from the larger group of cities in the study) including sectoral contributions (e.g., transport, industry, biomass burning).
- Assess localized health and economic impacts to provide detailed case studies demonstrating the direct benefits of air quality interventions.
- Evaluate existing air quality policies and implementation challenges, identifying gaps and opportunities for policy enhancements.
- Engage with local stakeholders, including city officials, community leaders, and health practitioners, to gather qualitative insights and enhance the relevance of recommendations.
- Develop city-specific policy recommendations, tailored to local contexts, highlighting scalable and replicable solutions.

4. Deliverables

The expected deliverables for this work include:

- **An inception report** with the proposed methodology and list of cities included, for approval by CAF.
- **1 draft and 1 final investment case report**, designed and ready for publication. The final investment case report should incorporate:
 - A strategic summary section outlining priority areas and key opportunities for action, linked to the investment case.
 - A dedicated section quantifying climate co-benefits, particularly related to black carbon, methane, and CO2 reductions
- **2 policy briefs** to use in COP30 and with Amazonian cities public officials, with actionable recommendations for stakeholders.

The report should provide clear, actionable recommendations to promote and support clean air action in Amazonian cities, using the opportunity of the subnational implementation of Brazil's National Policy on Air Quality as an example. This includes identifying priority actions that cities can take to improve air quality, such as enhancing air quality monitoring, adopting emissions reduction strategies, and integrating clean air goals into urban planning, whilst considering the equity impact of the interventions. Additionally, the report should suggest opportunities for cross-sector and cross-boundaries collaboration, and pathways to secure funding for sustained air quality improvements at the city level.

5. Proposal Format and Requirements

Proposals should not exceed 8 pages and must include:

- **Executive Summary:** Brief overview of the approach.
- **Technical Proposal:** Proposed methodology and activities, and description of the expected deliverables.
- **Team Composition:** Qualifications and relevant experience of key personnel (CVs can be added in annexe).
- **Timeline:** Detailed project timeline with key milestones.
- **Budget:** Detailed budget breakdown.

5. Budget

The maximum available funding for this project is \$100,000 USD. Proposals should provide a clear budget justification aligned with the proposed activities.

6. Timeline and Submission

Activity	Deadline
RfP published	06 March 2025
Briefing and Q&A session for interested bidders	19Mar 2025
Deadline for proposals	31 Mar 2025
Review of proposals and decision on preferred bidder	4 Apr 2025
Proposal finalisation and agreement	11 Apr 2025
Contracting and project start	21 Apr 2025
Inception report	16 May 2025
Deadline for first draft report	16 June 2025
Deadline for final report	16 July 2025

Submit proposals to: lbrethes@cleanairfund.org with the subject line "Proposal - Clean Air in Amazonian Cities."

For inquiries and/or to register to the Q&A session, please contact:
lbrethes@cleanairfund.org.

Disclaimer

Clean Air Fund will not accept liability or responsibility for potential suppliers' costs incurred in preparing a response for this RFP. Neither the issue of the RFP, nor any of the information presented in it, should be regarded as a commitment or representation on the part of the Clean Air Fund to enter into a contractual arrangement. Nothing in this RFP should be interpreted as a commitment by Clean Air Fund to award a contract to a Potential Supplier as a result of this procurement, nor to accept the lowest price or any tender.